

**Kentucky Colonels Dine Together.**  
The annual dance and supper of the Kentucky Society in New York City were given last night at the Plaza. William H. Reid, President of the society, presided at the supper, which was served at 11 o'clock. After which W. Morgan Souster, former Treasurer General of Persia, 20-28, on the duty of the United States in the present crisis. About 250 were present.



## BE THE EAST SIDE'S UGLIEST MAN, KISS ITS PRETTIEST GIRL

Pulchritudinous Bankrupt Can  
Win Prize and Help the  
New Boys' Club.

S-s-s-sh!

Just a little word in private, Gentle Reader! Come over here in this corner of the page, so nobody will overhear us.

There, that's better. You may sit on the edge of that cut, if you like—

but be careful you don't slip out of the column or bump your head on a headline. And don't get ink on your clothes.

Now—are we all set? Very well. Then here's a straight tip for you.

S-s-s-sh!

If you have a crooked nose or are cross-eyed; if you're knock-kneed, bow-legged, bald-headed or hare-lipped; if you have "duck teeth" or cauliflower ears—in short, if your account in the Bank of Personal Pulchritude is overdrawn and you are bankrupt in beauty—then (provided you are a man), jump over to Tenth Street and Avenue A as fast as your legs, a taxi or a trolley will carry you. When you get there, stand on the corner with your face in full view, and if you are lucky and ugly enough, you may get to kiss the prettiest girl on the east side.

Of course, as is always the case, there's a fly that goes with this oculatory ointment. The penalty that attaches to the winning of the afore-said kiss is that you will be known, far and wide, as "the ugliest man on the east side." You may even have your picture in the paper, with that designation streaming above your "map" in a two-column caption. But what's the odds? You'll forget all that when two red lips of a pretty east side miss press on yours the first prize in the "Beauty (?) Contest" that is to be conducted by the Boys' Club of Avenue A.

**GOOD CHANCE TO PAY OFF AN OLD GRUDGE.**

They call it a "Beauty Contest" for lack of a better name. As a matter of fact, it's an "Ugliness Contest," for its purpose is to discover the east side man or youth who is shortest on good looks, and to compensate him in part for his misfortune. Members of the Boys' Club will sell tickets at 10 cents apiece, entitling the purchaser to one vote for his favorite candidate. So if you have a grudge against anybody, buy up a thousand votes and cast them for him. The money received from the sale of votes will be donated to the \$500,000 fund that is being raised by the efforts of 200 business and professional men for the Boys' Club of Avenue A, and the Newboys' Home Club.

The selection of "the prettiest girl on the east side" is going to be left largely to the discriminatory taste of Supt. Lewis De Forest, Downer of the Boys' Club. Supt. Downer will first select five of the prettiest girls of the neighborhood. The prize winner will be entitled to a kiss from one of the five girls whom he deems most charming.

It might be supposed that the young men of the vicinity of the Boys' Club would be backward in seeking to claim the honors of sheer ugliness. But the brilliant prospect of the reward before them has caused them to cast aside all hesitation, and already an active campaign for votes is being waged by a number of contestants.

At an early hour this morning, with several outlying districts still to be heard from, the returns showed that Ildor Rosenfeld was making the most rapid progress in the race for votes. However, one fact handicaps Ildor slightly. He declares, without equivocation, that if he is elected as the ugliest man, he will claim the privilege of first kissing each of the five beautiful belles, in order that he may tell by the sample window if he shall choose as the ultimate donor of the big prize smack. Some of Ildor's competitors charge that this is most unfair, and it is being used as an argument to take votes from him. But even at that, Ildor has a good lead.

A real letter event in the campaign to raise half a million dollars to keep the east side boys off the streets and make them better citizens, will take place Sunday night, when Ruth St. Denis, classical and Oriental dancer, will give a benefit performance for the fund at the Candler Theatre. She will present her entire repertoire of new dances, assisted by dancing girls from her school, "Denishawn," in California, and by her company of native Hindus.

In addition to donating her services (the entire receipts of the benefit going to the Boys' Club Association), Miss St. Denis will further assist by auctioning photographs of herself. These are pictures with an interesting history. They were made in Paris before the war by Louis le Rol, a photographer, who later enlisted in the French army as an aviator. A short time ago news came to Miss St. Denis that Le Rol had lost his life in his machine in an attack on a German Taube in the Solomons. Ildor's photograph he made of her, it is said, have never been publicly exhibited in this country.

**ROOSEVELT MOTTO IS ADOPTED BY THE BOYS.**

The members of the Boys' Club of Avenue A and the Newboys' Home Club have adopted with enthusiasm the motto which has been suggested for them by Col. Theodore Roosevelt. It is:

**"NEVER BE NEUTRAL BETWEEN RIGHT AND WRONG."**

Col. Roosevelt volunteered the motto in the following letter to Joseph P. Day, Chairman of the Teams Committee:

Dear Mr. Day—I most heartily wish you all success in your campaign for the extension and endowment of the Boys' Club Association. You could have no better motto for the association than: "Never be neutral between right and wrong." Very truly yours, THEODORE ROOSEVELT.

At noon to-day, the fund to help take the boys off the streets and make them good citizens passed the \$50,000 mark. The money was received on behalf of that fund by Michael Friedman, its President, and announced to the workers by Henry J. Cochran, of the Executive Committee. These contributions, with the \$45,500 already collected, brought the sum total to \$95,500.

Fire Commissioner Robert Adamson was the guest of honor and principal speaker at to-day's luncheon. He mildly scolded New York City for paying too much attention to its libraries and museums and too little to its boys.

"Better save one boy than build a dozen libraries," he declared. "It is a reproach to this city that it has so many fine buildings for other purposes and has made so little provision for its boys. They have been neglected, while many other philanthropies have prospered. The raising of this fund is a work that knows no race or creed and it deserves to succeed."

**Elizabeth N. Drummond Dies.**  
GREENWICH, Conn., Jan. 14.—Elizabeth Newell Drummond, wife of Howard Drummond, a member of the New York Stock Exchange, died suddenly here yesterday of pneumonia. She was thirty-five years of age and the daughter of Mr. and Mrs. Albert H. Newell of New York City, where she was born. Two children, Elizabeth and Dorothy, also survive with her husband.

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Luncheon and Afternoon Tea, a la Carte, to A. M. to 5 P. M. Tenth Floor

## SPRING MODES for MISSES

Fashions for the new season as forecast by the Lord & Taylor collection of Advance Models are picturesque to a degree. Featured especially are

### New Dancing Frocks

Copies and adaptations of Lanvin and Jenny models.

Quaint Frocks of ombre taffeta in wild rose and violet shades with tulle bodices. Embroidered Silk Net Frocks over metallic tissue, with silver embroidery. Ribbon Banded Net Frocks in girlish styles.

Sheer Organdie Frocks, with frills and ruffles of silk.

Scores of models at \$19.50, 25.00, 29.50, 35.00, 39.50 to \$69.50

### The New Afternoon Dresses

In taffeta, Georgette crepe with taffeta, satin "Lumiereux" and checked taffeta, in the fashionable shades of rose, coral, blue and biscuit color. Skirts with wide folds, cording and flounces; bodices with the new capes, full puffed sleeves and deep girdles.

\$22.50, 25.00, 29.50, 35.00 to \$39.50

### Tailored Suits

Two effective models in gabardines and fine serges. Blouse coats, rippling over the hips and extremely full, with belts buckle fastened and buttons galore. Deep collars of white faille silk, linings in gay stripes or soft printed effects. Skirts very wide with hip belts or girdles. \$37.50 and \$39.50

### Sport Suits

In every new check fabric, including smart English club checks, block checks, sport checks and shepherd checks. Jaunty coats with collars, cuffs and strappings of leather or silk. Also skating suits of bright hued Jersey cloth fabrics. \$25.00, 29.50 and \$39.50



### Clearance of Juniors' and Girls' Apparel

#### Juniors' and Girls' Suits

Our former prices, \$22.50 to \$29.50  
**\$9.50 to \$12.50**

Corduroys, broadcloths, gabardines and serges. Sizes 12, 14, 15 and 17. Very incomplete, as there are but 26 suits in the lot.

#### Girls' Winter Coats

Our former prices, \$15.00 to \$19.50  
**\$8.75 to \$10.95**

Broadcloth with fur collars, in sizes 8 to 10 years. Broadcloths with velvet collars, fur edged; sizes 10, 12 and 14 years.

#### Girls' Wash Dresses

Our former prices, \$2.95 to \$5.95  
**\$1.50 to \$2.50**

Chambrays, linens and voiles in pretty models; for girls of 8 to 14 years. Excellent styles for school wear.

Third Floor

## 1200 Pairs Women's HIGH-CUT BOOTS

Our Former Prices, \$5.00 and \$6.00 a Pair

**\$3.95**

Patent and dull leather boots, with the smartest of high cut cloth or black kid tops. Laced and buttoned styles, with Cuban or Louis heels.

A Complete Range of Sizes.

### Misses' and Girls' College Boots

Tan or black calfskin laced boots, with low heels, sturdy and serviceable. \$5.00

Second Floor

## 2400 Pairs WOMEN'S PIQUE GLOVES

Special \$1.25 a Pair

Imported Gloves of exceptionally fine quality leathers; soft, flexible, serviceable. One clasp style, full pique sewn with effectively embroidered backs.

Black, with self or black and white embroidery.

White, with white or black and white embroidery.

Tan or gray, with self color or two toned embroidery.

In a complete range of sizes.

Grand Floor

## B. Altman & Co.

FIFTH AVENUE - MADISON AVENUE

Thirty-fourth Street

NEW YORK

Thirty-fifth Street

### An Extraordinary Sale of Choice Dress Silks

for to-morrow (Saturday) will comprise 15,000 yards of 40-inch Suede-finish Satin at \$1.65 per yard

Included are twenty fashionable shades, as well as white, ivory and black.

Owing to the increased cost of raw silk and the scarcity of fast dyes this Sale offers an exceptional purchasing opportunity.

### Wool Dress Fabrics

(arranged in Suit, Skirt and Coat Lengths)

In such desirable materials as Velours de laine, Cheviots, Plaids, Serges and Homespuns, in the fashionable colors, will be marked to-morrow at

85c. & \$1.10 per yard

### The Annual Sale of White Cotton Lingerie Fabrics

is now taking place and will continue during the remainder of the month.

Specials for to-morrow (Saturday) will comprise

White Cotton Bedford Crepe, 38 inches wide, and  
White Cotton Bourette-stripe Crepe, 36 in. wide, at 16c. per yard

White Cotton Gabardine, 36 inches wide, at 25c. per yard

### A Very Unusual Sale of Men's Shoes

for to-morrow will consist of Lace Shoes in patent calfskin, black gun metal or tan calfskin, and Button Shoes in black gun metal, at the extraordinarily low price of

\$3.90 per pair

(Men's Shoe Department, First Floor)

## BOYS' CLOTHING

At Special Prices

Winter Suits and Overcoats at reductions radical enough to effect an immediate clearance. Also the smartest of advance Spring models in Tub Suits, specially purchased and priced accordingly.

**Norfolk Jacket Suits** of all wool tweeds and chevots, in gray, brown and tan. Finely tailored Norfolk Coats and two pairs of Knickerbockers. Sizes 7 to 17 years.  
Reduced to \$8.75

**Winter Overcoats** of plain and fancy tweeds and chevots. Sizes incomplete, ranging from 2½ to 17 years.  
Reduced to \$9.75

Fourth Floor

**Tub Suits** in new models with Eton or Sailor collars; Repp and Galatea in white or brown, tan and blue stripes. Sizes 3 to 8 years.  
Special \$1.95

**Tub Suits** in braid trimmed styles with Eton or sailor collars. Good, serviceable materials, in blue, tan or brown stripes. Sizes 3 to 8 years.  
Special \$1.35

## STURDY SHOES

For the School Boy

The serviceable, dependable sort, with broad toes, flat heels, soled with wear resisting leathers.

**Imported Calfskin Shoes** on mannish lasts, black or tan, laced or buttoned. \$4.00

**Black Calfskin Shoes** laced, and with damp resisting, "Lindenoid" soles. Special \$2.75

### Little Men's Shoes

In all leathers, sizes to 11½  
Ground Floor

### Children's Shoes

Special Lord & Taylor Orthopedic Lasts

Dull or patent leather: Fine White Backskin:  
6 to 8.....\$2.00 6 to 8.....\$2.75  
8½ to 11.....\$2.25 8½ to 11.....\$3.25  
11½ to 2.....\$2.50 11½ to 2.....\$3.75  
2½ to 6.....\$3.00

Second Floor

## Women's TWEED TOP COATS

Special \$15.00

For midseason wear. Mannish Coats of English tweeds in several nobby mixtures and in black. Flaring model, with set in sleeves, deep cuffs and a convertible collar on the newest of lines. A garment as modish as it is practical and especially desirable for traveling or motoring wear.

### Fur Collared Coats

Special \$25.00

Wool velour cloth in fashionable shades and in black makes this extremely smart winter coat, pleated and side belted, peau de cygne lined and warmly interlined.

Natural or dyed raccoon collars that may be worn high or low.

Third Floor

## HATS OF THE NEW RIBBON "Vernis"

The vogue of leather for midseason millinery is doubtless responsible for these smart novelties; Hats, fashioned of a new varnished ribbon, that resembles soft kid skin, but is much lighter in weight.

For traveling or motoring, these chic little tailored hats, in black, brown, navy and green glaze ribbon, are here in several extremely clever shapes.

**A Nautical Sailor**, made of narrow overlapping ribbon, with a silvery dagger thrust through its rolling brim.

**An Oval Sailor**, satin crowned, with pearl and jet ornament.

**A Mushroom Turban**, with satin crown and drooping brim.

**A Bow Turban**, its fan shaped bow of moire caught with a brilliantly beaded ornament.

Prices range from \$7.95, 8.50 and \$8.95

Fourth Floor

Misses' Coats, Suits and Dresses, in attractive styles, are now on Sale at greatly reduced prices.

SUNDAY WORLD WANT ADS WORK MONDAY MORNING WONDERS